



FEDIAF
The European Pet Food Industry

Facts & Figures 2012



FEDIAF
European Pet Food Industry Federation
Avenue Louise 89 · B - 1050 Brussels · Tel: + 32 2 536 05 20
fediaf@fediaf.org · www.fediaf.org



FEDIAF Facts & Figures 2012

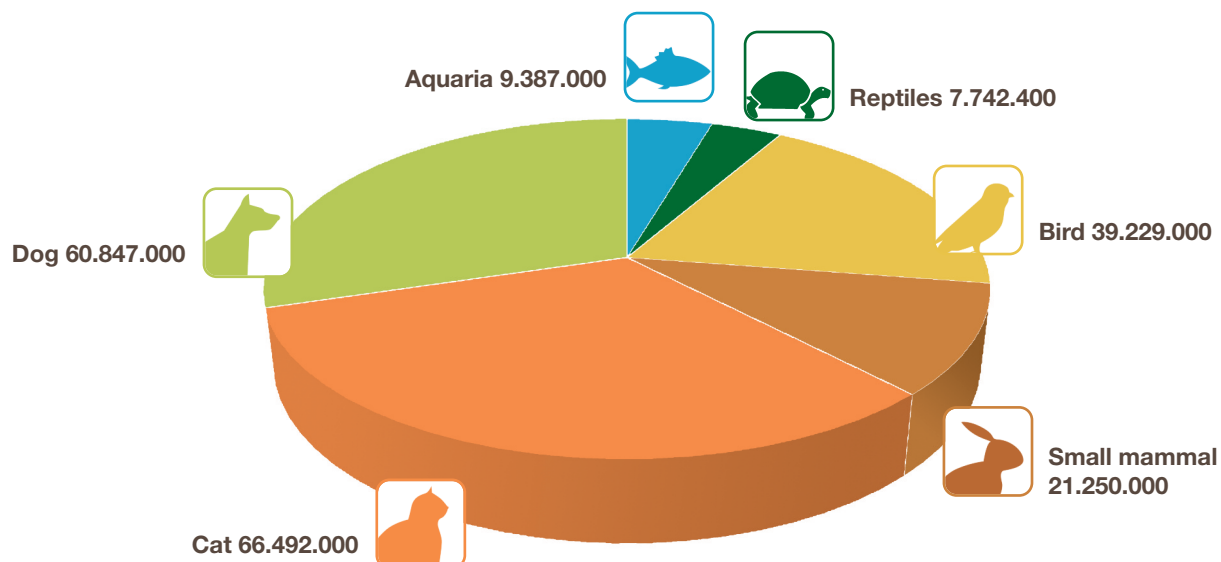
Estimated number of European households owning at least one pet animal	72 million households
Estimated percentage of European households owning at least one cat or one dog	Europ. Union: Cats 24%, Dogs 25% Europe: Cats 24%, Dogs 24%
Number of pet food producing companies	650 plants
Employment indirect employment is an estimation based on an approximate 200.000 veterinarians in Europe, an estimated 60.000 pet specialist stores, medication/vaccination, suppliers to the pet food industry, pet accessories industry, trade shows, pet press, breeders, animal welfare organizations, transport...	direct employment pet food industry: 50.000 indirect employment: 500.000
Annual sales of pet food products	Volume: 8.5 million tons Turnover: € 13.8 billion
Annual value of pet related products and services this estimated figure includes in particular breeders, dog training, pet accessories, grooming, veterinarians, insurances, medication, vaccination...	Turnover: € 11 billion
Annual growth rate of the pet food industry (average value over the past 3 years)	2.0 %



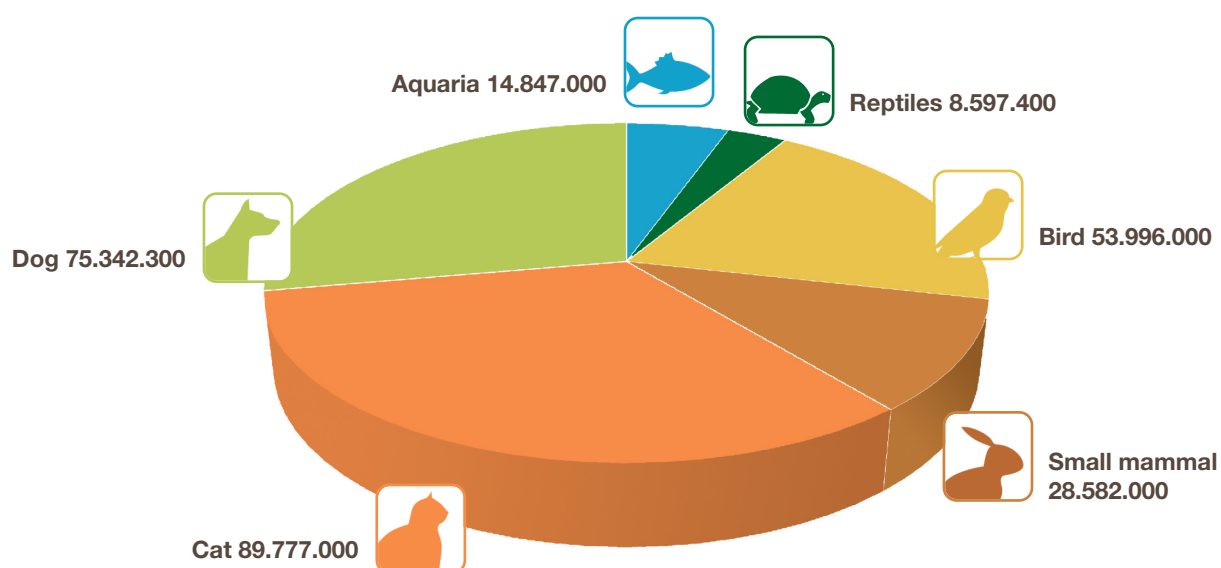
Pet population at a glance

Total European Union: 204.947.400*

*) For birds, aquaria, small mammals and reptiles excl. Baltic States



Total Europe: 271.141.700



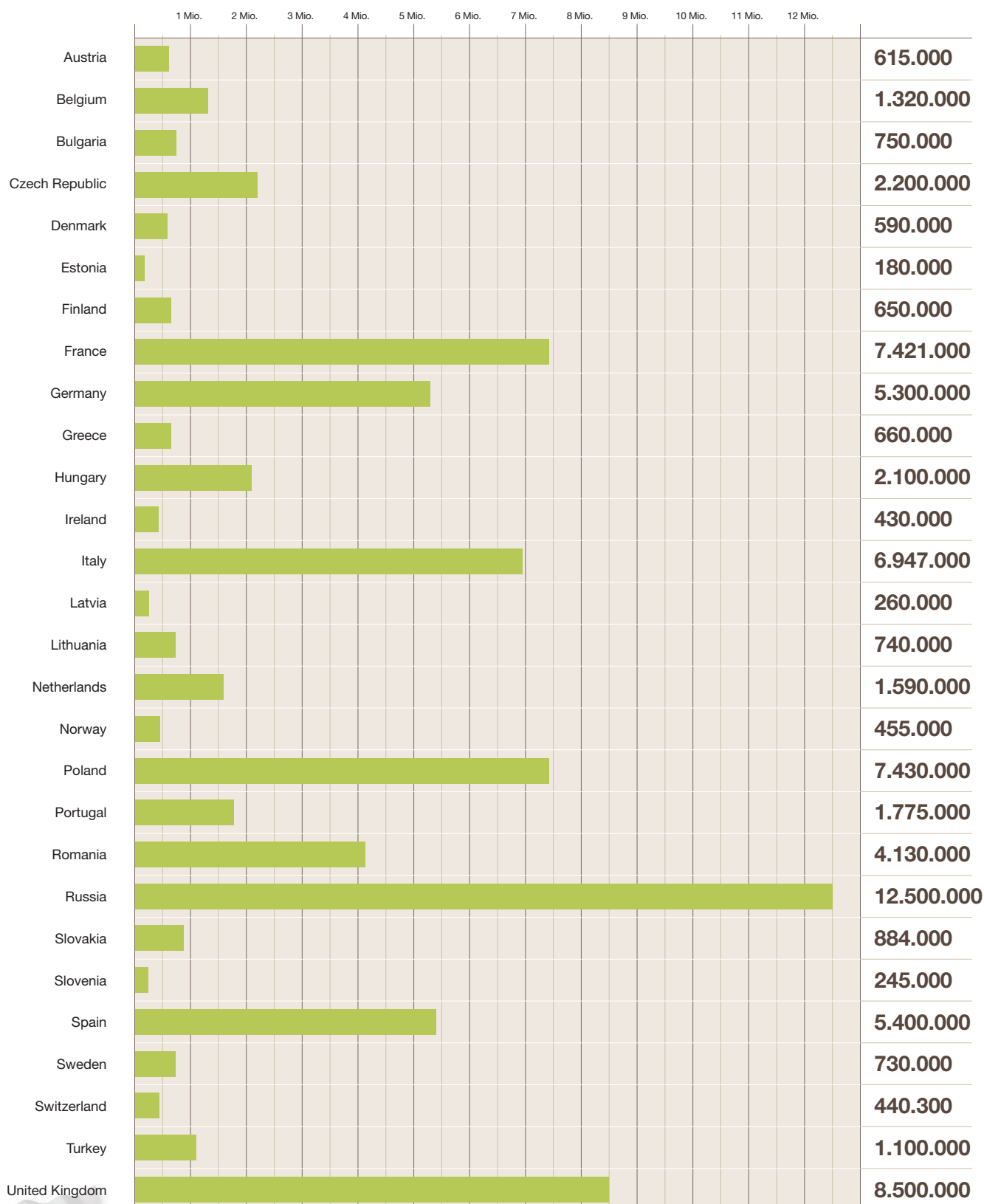


Dog population



Total European Union: 60.847.000

Total Europe: 75.342.300



Sources: Figures from FEDIAF and its member associations, pet food companies and estimations based thereupon when indicated

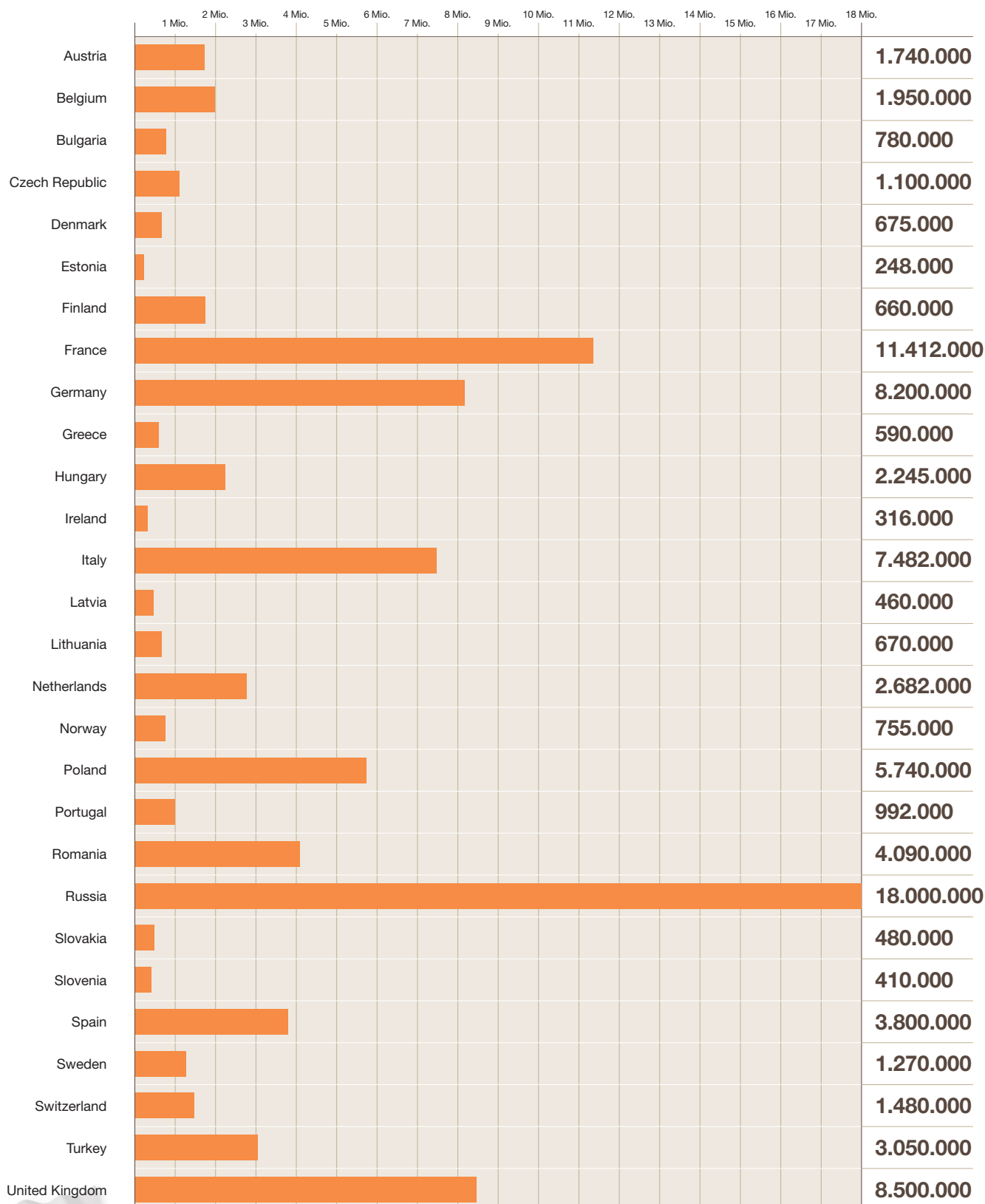


Cat population



Total European Union: 66.492.000

Total Europe: 89.777.000



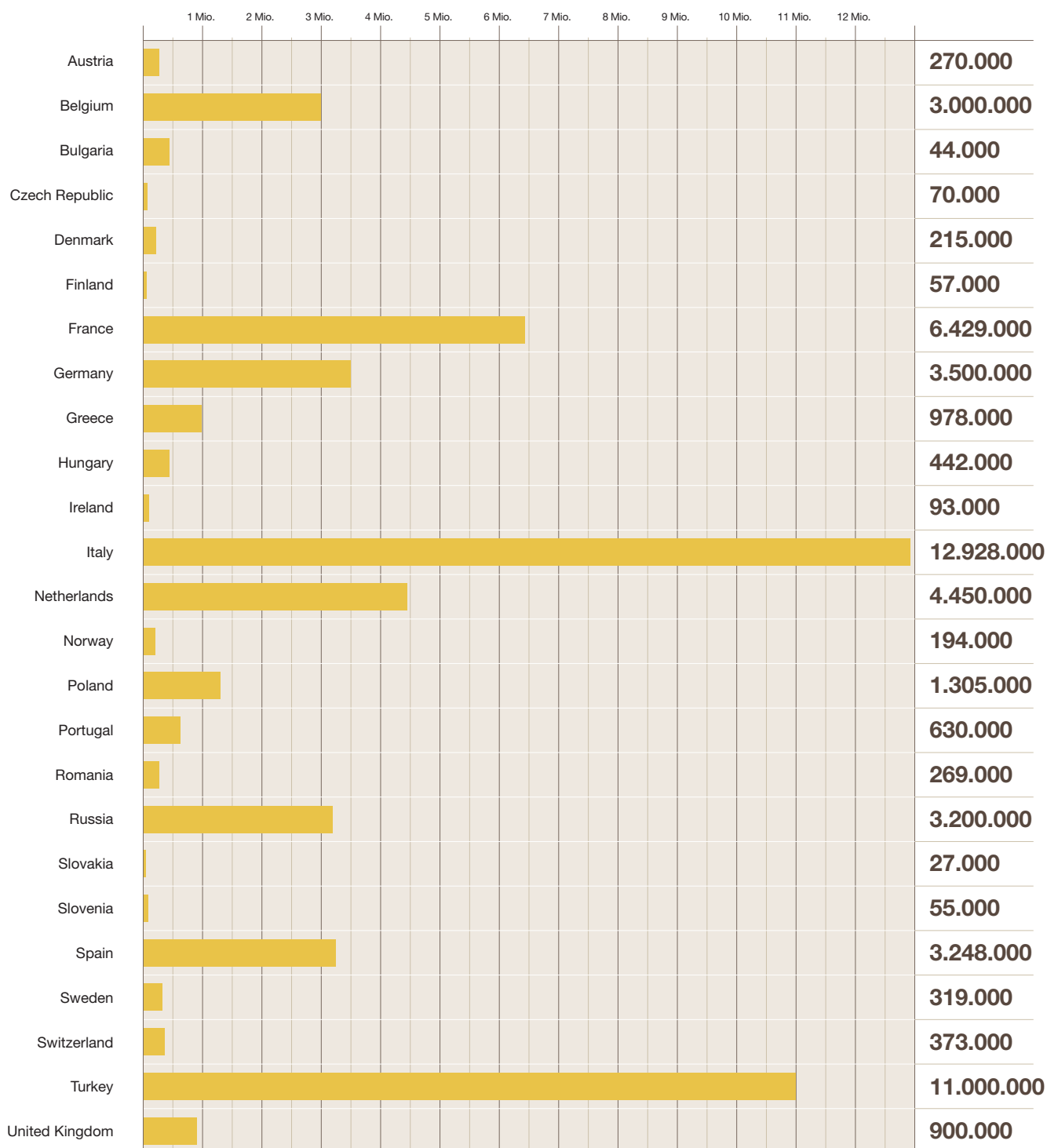


Ornamental bird population



Total European Union: 39.229.000 (excl. Baltic States)

Total Europe: 53.996.000



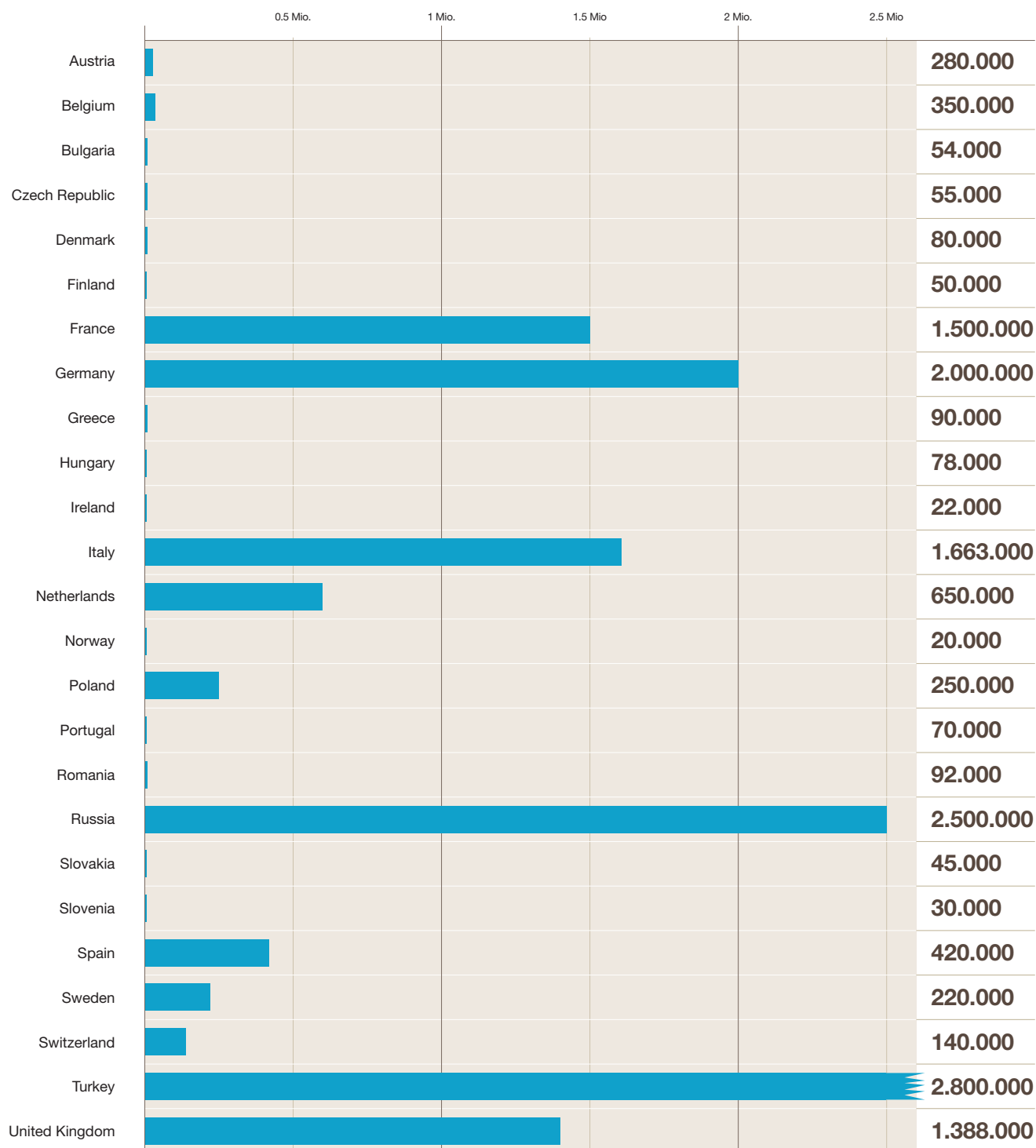


Ornamental fish: number of aquaria



Total European Union: 9.387.000 (excl. Baltic States)

Total Europe: 14.847.000

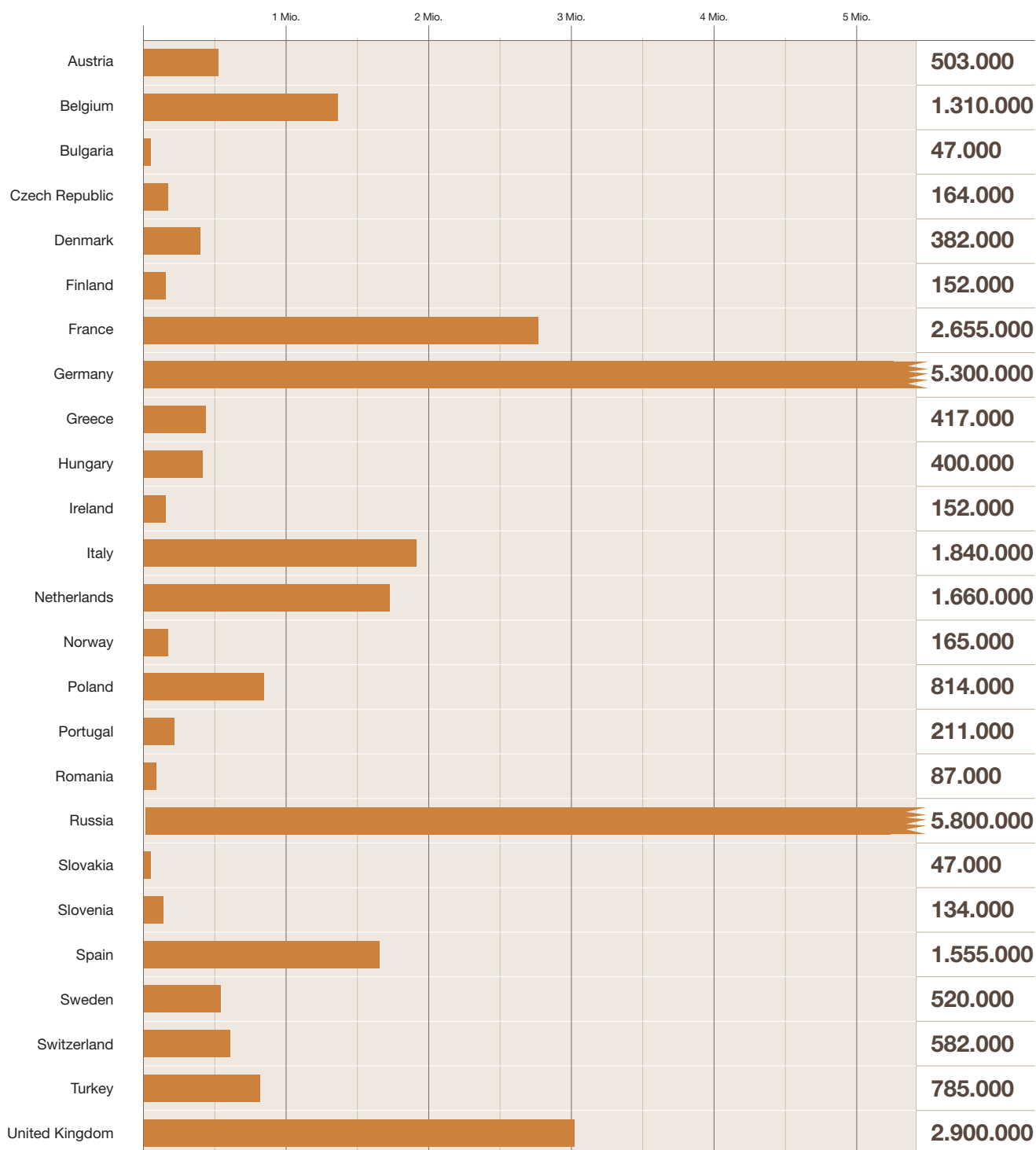




Small mammal population



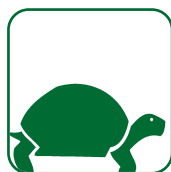
Total European Union: 21.250.000 (excl. Baltic States)
Total Europe: 28.582.000



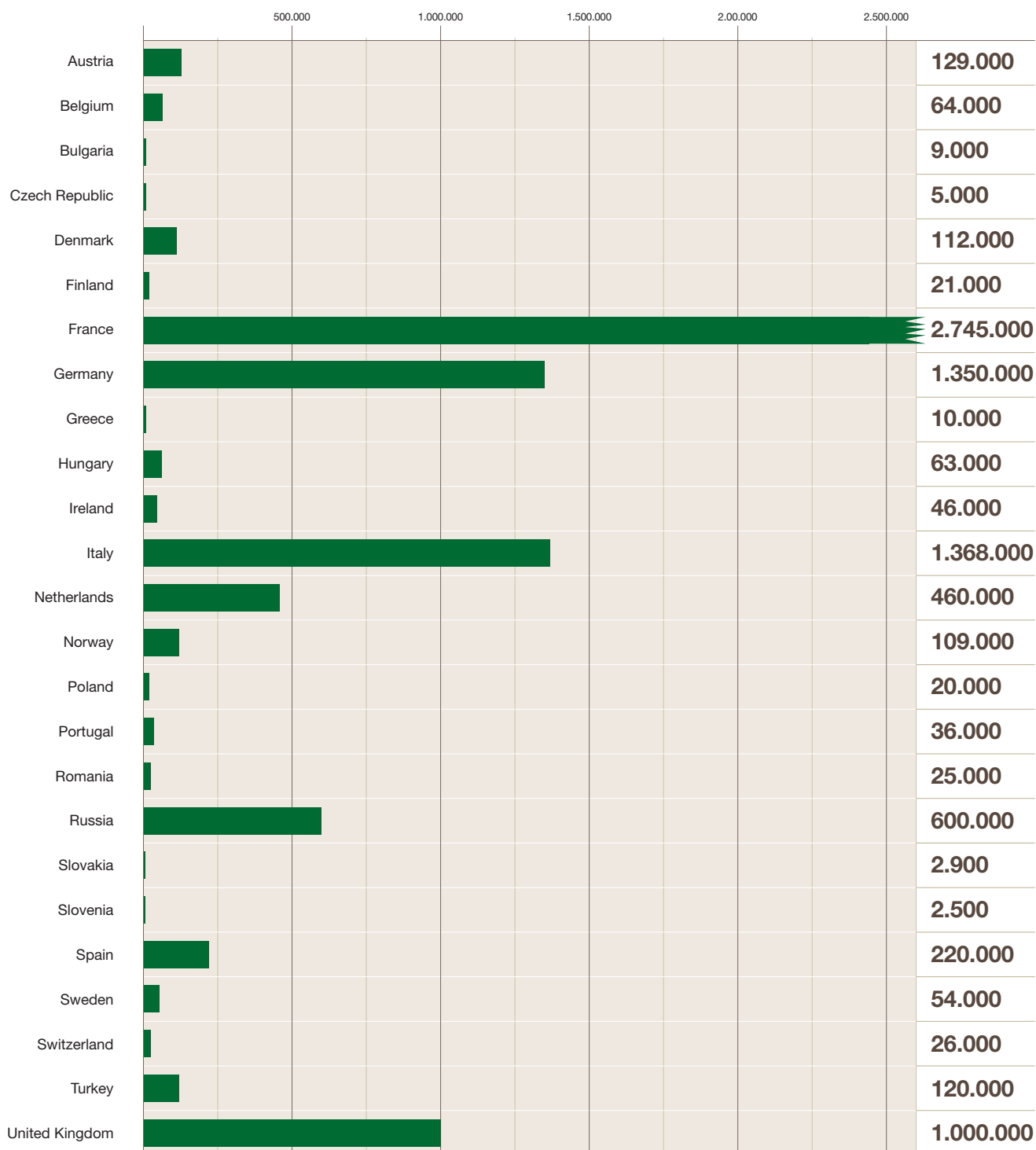


FEDIAF Facts & Figures 2012

Reptile population



Total European Union: 7.742.400 (excl. Baltic States)
Total Europe: 8.597.400





Estimated percentage of ...



European households owning at least one cat or one dog

